

## Abstract of the Disclosure

5 A flash apparatus to perform preliminary flashing, detect an average  
brightness of surroundings in synchronization with a periodic signal subsequent to  
the preliminary flashing, and set main flashing time according to the detected  
average brightness, is controlled by controlling the flash apparatus to start  
preliminary flashing at a point earlier than a first point at which either a rising edge  
or a falling edge of a first pulse of the periodic signal is generated, detecting a first  
average brightness of surroundings at the first point, controlling the flash apparatus  
10 to terminate the preliminary flashing at a point later than the first point, detecting a  
second average brightness of surroundings at a second point at which either a  
rising edge or a falling edge of a second pulse subsequent to the first pulse of the  
periodic signal is generated, setting the main flashing time according to the  
detected first and second average brightness, and controlling the flash apparatus to  
15 perform main flashing according to the set main flashing time.